

2 Co-located Conferences



**Master Data Management
Summit Europe 2015**



**Data Governance
Conference Europe 2015**

10th Annual Conference

18-21 May 2015

Radisson Blu Portman Hotel
London, UK

**CASE STUDIES &
CONTRIBUTORS INCLUDE:**

- World Bank
- TalkTalk
- Barclays
- Credit Suisse
- Volvo Penta
- AXA Group Solutions
- British American Tobacco
- Environment Agency
- Standard Life
- Grundfos
- DNB
- Janssen Pharmaceuticals
- Catlin Holdings
- BG Group
- Microsoft
- ING Bank
- Yorkshire Building Society
- Sanofi
- Kimberly-Clark
- Capgemini
- International Finance Corp
- Gazprom
- Premier Farnell
- Meggitt
- Novozymes
- Valspar
- Norges Bank
- Tata Consultancy
- Komerční Banka (Société Générale)
- FrieslandCampina
- Médecins Sans Frontières
- Covidien
- Beazley
- ASML
- Timac Agro
- Petrobras
- BEI St. Gallen AG
- T-Systems Multimedia Solutions

The "Must Attend" Event for MDM & Data Governance Professionals

Why attend this event

- **Europe's Only Co-located Conferences on both Data Governance & MDM.** One event, in one to four days, gives you the unique opportunity to leverage the powerful combination of MDM and Data Governance to deliver business outcomes through trusted information.
- **Five Tracks With More Than Fifty Sessions.** The co-located conferences are neither analyst led nor vendor led. Learn from over 60 world renowned independent speakers and major users of MDM and Data Governance.
- **Focus on End-User Case Studies & Expert Panel Discussions.** Choose from 40 case studies and take an inside look at the successes and challenges behind real-world MDM and Data Governance implementations.
- **Thirteen "Fast Track" Pre-Conference Workshops.** Choose from introductory or advanced workshops, enabling you to get up to speed with Data Governance and MDM essentials.
- **Post Conference Workshops.** New this year! For the first time, there will be three full day post conference workshops. Enhance your in-depth knowledge and skills in MDM and Data Governance practice.
- **Major MDM & DG Solution Providers.** Discuss your MDM and Data Governance challenges with the world's leading solution providers.
- **Justification, Strategy & Implementation.** The conferences provide an excellent mix of theory, visions and practical implementations.

KEYNOTES & FEATURED SPEAKERS INCLUDE:



Aaron Zornes
The MDM
Institute



Jan Henderyckx
Impuls



Rick van der Lans
R20/Consultancy



David McCandless
Author of
'Information is
Beautiful'



Dr Ian Walden
University of
London



Louise Miller
Head of UK
Customer Data,
Standard Life



Jennifer Trotsko
Acting Head,
Information Quality
Group, World Bank



Eric Mellor
Head of Enterprise
Data Warehouse,
TalkTalk



Steve Jenkins
Global IT Director,
Valspar



Brian McKenna
Business
Applications Editor
Computer Weekly

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PLENARY KEYNOTES:



Information is Beautiful

David McCandless, Author of 'Information is Beautiful'

Data visualization is a rising trend across many disciplines: journalism, science, marketing, and web. In an age of high-speed living, "Big Data" and info overload, visualised information has incredible potential to help us quickly understand, navigate and find meaning in a complex world.

A leading-practitioner in the field, David will share his passion for this merging of design, information, text and story. His popular blog and best-selling book, "Information Is Beautiful" are dedicated to visualising information and data - and to discovering new patterns and stories in the seas of data surrounding - and sometimes, swamping - us.

He'll show how visualising large datasets can help quickly surface insight, pattern and story. Using his own work, he will illuminate its rules and dynamics, best-practice, and the growing role of interactivity, exploration and "play" in the handling of data. Key learning objectives include:

- Introducing the many new methods and approaches for visualising data
- Inviting more creative, 'playful' approach to data, based on exploration and discovery, for better results
- Showing how to combine design-thinking and statistical rigour without compromising either



Ten Big Myths of Big Data

Rick van der Lans, R20/Consultancy'

It always happens when a topic becomes trendy, when everyone gets involved: confusion rules. This has clearly happened with today's biggest trend: big data. Many blogs, articles and books have been written on the topic, and countless sessions have been presented discussing its merits. But not all paint the right picture. In this critical keynote the ten following tenacious myths on big data are discussed.

1. Analytics demands big data
2. Big data is textual and unstructured data
3. More data is better
4. Analytics together with big data are disruptive
5. Store everything, because we can – the coming of data lakes
6. It's big data when it doesn't fit in a relational database
7. Eighty percent of all data is unstructured
8. Big data is big information
9. Big data complements the data warehouse
10. Big data is Hadoop!

MASTER DATA MANAGEMENT KEYNOTES:



'Master Relationship Management' is Coming of Age

Aaron Zornes,
Chief Research Officer,
The MDM Institute

Clearly, the "solid but boring" aspect of master data management (MDM) remains a key challenge for most enterprises. While MDM purports to span the entire master data lifecycle, new dimensions such as Big Data, mobile, social, cloud and real-time are exerting tidal forces on the classic notion of MDM. Moreover, IT leadership struggles when selecting MDM software because the solutions are diverse with no single vendor able to meet all requirements and use cases. Given the prevalence of multiple MDM brands and architectures as a result, two relatively newcomers (data governance and graph database) are proposing to unify these silo'd worlds to overcome both organizational and technical issues as well as market dogma.

This keynote will review strategic planning assumptions such as:

- Determining what your organisation should focus on in 2015-16 to initiate "master relationship management" via data governance & graph database
- Planning to leverage Big Data & RDM as part of an enterprise MDM program
- Understanding where MDM, RDM and Master Data Governance are headed in the next 3-5 years

Field Reports for 'Top 15' MDM Solutions

Evaluating MDM solutions is comparable to purchasing your first home— too many new variables, lack of transparency in the pricing, and high pressure sales tactics. On top of this flux, IT executives have to contend with the marketing dogma of ongoing "stack wars" among the mega vendors and the dogmatic "we are the world" viewpoints of MDM and (even) Business Process

Management (BPM) vendors. To cope during 2015-16, many large enterprises will increasingly mandate a unified approach to both data and process architecture/design/management tools. This session will focus on the why and how of MDM platform technical evaluations by providing insight into:

- Understanding the pros & cons of the dominant architectural models & evaluation criteria— e.g., pro-active data governance, identity resolution, hierarchy management, scalability, Big Data & Cloud integration capabilities, etc.
- Assessing the vendor landscape— e.g., registry, data hub, ultra-hub, EAI/EII, portals, SOA-based web services, data service provider, system-centric BPM, human-centric BPM, etc.
- Applying a rigorous methodology to product evaluations for both mega vendor solutions (IBM MDM, Informatica MDM, Microsoft MDS, Oracle MDM, SAP MDG) and more pure play (Ataccama, IBI MD Center, Kalido, Orchestra Networks, Riversand, Semarchy, Stibo, Talend, Teradata, TIBCO, Visionware, et al)

DATA GOVERNANCE KEYNOTES:



Taking Information Governance to the Next Level: Creating an Information Centric Organisation

Jan Henderyckx, Inpuls

Our society is rapidly evolving towards being information driven. Pretty much every industry and line of business is confronted with increasing amounts of data and a push towards better decision taking. The domain of data governance has transformed into a much broader field of expertise that is about much more than being an honest broker focussing on better definitions and clarify ownership. The rapid adoption of analytics, increasing sets of data sources, HOV (harder to obtain value) data and compliance needs has resulted in mushrooming of often unrelated initiatives. The next generation of Information Governance needs to embrace these developments and use the domain experience to allow the convergence of the disparate initiatives and to use the energy and enable information centric organisations.

- Setting the scene: Defining 'Information Centric Organisation'
- Positioning Information Governance in a CDO context: Information innovation as a driver
- Drowning in the data lake or having a breach? Data Governance as a safeguard
- Defining and selling the information strategy



Can We See Clearly Yet? Data Protection Reforms

Dr Ian Walden, Professor of Information and Communications Law, Queen Mary, University of London

This keynote will examine the data protection reform process in Europe; where it has got to and the outlines of the likely outcome. It will also consider the implications the reforms will have for data controllers and processors. In addition, the session will place the reform process in the broader context of privacy and data protection developments in Europe, including the latest case law from the European Court of Justice; the reforms in the area of criminal justice; and the state of negotiations with the United States for an agreement facilitating trans border flows of personal data. Delegates will

- Find out the latest position on the reform process
- Understand the compliance implications
- Learn about other recent developments

MONDAY 18 MAY 2015 Pre-Conference Workshops					
FULL DAY - 09:30 - 17:15		FULL DAY - 09:30 - 17:15		FULL DAY - 09:30 - 19:00	
MDM (CDI, PIM, RDM & MDG) Quick Start, <i>Aaron Zornes, The MDM Institute</i>		MDM - A Best Practice Guide to Design and Implementation, <i>Mike Ferguson, Intelligent Business Strategies</i>		Workshop Preparation for the Certified Data Management Professional (CDMP) Certification. Includes three 90 minute examinations leading to CDMP Certification <i>Chris Bradley, FHO and DAMA UK</i>	
HALF DAY MORNING - 09:30 - 12:45					
Practical Data Governance: Getting Started <i>Sue Geuens, EPI-USE & DAMA International</i>	EIM & DG Metrics – A Primer, <i>John Ladley, IMCue Solutions</i>	Modelling Business Decisions – a Step further for Data Modellers, <i>Håkan Edvinsson, Informed Decisions</i>	Data Quality 101: What Every Data Governance Practitioner Needs To Know, <i>Jon Evans & Nic Jefferis, Equillian</i>	How Reference Data Underpins MDM Success, <i>Conrad Chuang, Orchestra Networks</i>	
HALF DAY AFTERNOON - 14:00 - 17:15					
Top Data Governance Mistakes And How To Avoid Them, <i>Nicola Askham, The Data Governance Coach</i>	Performing the Top Data Jobs, <i>John Ladley, IMCue Solutions</i>	Making Enterprise Data Quality a Reality, <i>Nigel Turner, IPL</i>	A Proposal for Information Governance Working Model and Roles, <i>Jan Henderyckx, Inpuls</i>	MDM Comes of Age with Big Data & Data-Driven Applications, <i>Ramon Chen, Reltio</i>	
17:25-17:55 Lightning Talks – Six 5 minute sessions given straight after each other by various speakers on various subjects.					
11:00-11:15 Tea/Coffee Break 12:45-14:00 Lunch, 15:30-15:45 Tea/Coffee Break					
TUESDAY 19 MAY 2015 Conference Day 1 & Exhibits					
	MDM of CUSTOMER	MDM of PRODUCT & REFERENCE DATA	DATA GOVERNANCE		
09:00-09:10	MDM Summit and Data Governance Conference Opening, <i>Aaron Zornes, The MDM Institute and Jan Henderyckx, Inpuls</i>				
09:10-10:10	PLENARY KEYNOTE: Information is Beautiful, <i>David McCandless, Author of 'Information is Beautiful'</i>				
10:15-11:00	Leveraging MDM to Support & Drive Strategic Priorities <i>Doug Kirby, Premier Farnell</i>	MDG – Unwrapping Hidden Data Governance <i>Bradley Smith, Meggitt and Ralf Teschner, Capgemini</i>	There's an Elephant in the Room <i>Neil Storkey, BG Group</i>	Data Quality as an Integrated Part of Data Governance <i>Michael Bendixen, Grundfos</i>	EU Directive Around Data Privacy and Protection: Impact Your Company and Timing <i>Christoph Balduck, Inpuls</i>
11:00-11:30	Break & Exhibits				
11:30-12:15	MDM Keynote: 'Master Relationship Management' is Coming of Age <i>Aaron Zornes, The MDM Institute</i>		DG Keynote: Taking Information Governance to the Next Level: Creating an Information Centric Organisation <i>Jan Henderyckx, Inpuls</i>		
12:20-13:05	Case Study: Master Data Governance for Big Data Privacy <i>Christoph Kögler, T-Systems Multimedia Solutions</i>	Establishing Business-Led Multi-Domain MDM & RDM <i>Paul Gately, Catlin Holdings</i>	Data Governance – Implementing Real Change at Novozymes <i>Christian Olsen Lentz & Michael Schat-Holm, Novozymes</i>	Real Impact: How Data Governance is Delivering Dividends and Driving a New Data Culture <i>Sanjay Jacob & Jacky Wright, Microsoft</i>	Using Enterprise Architecture to Manage Data Governance and Information Management <i>John Ladley, IMCue Solutions</i>
13:05-14:35	Lunch & Exhibits				
13:35-14:30	INDUSTRY INNOVATION SESSION The Data Black Box – Unravelling the Mysteries of Your Data Environment <i>Kiran Gill, Trillium Software</i>			INDUSTRY INNOVATION SESSION Industry Innovation Session by Information Builders – Details to Follow	
14:35-15:20	Unlocking Business Value in R&D via MDM <i>Guido Claes, Janssen Pharmaceutical Companies & Supriya Moghe, Tata Consultancy Service</i>	Expert Testimony: Field Reports for 'Top 10' RDM Solutions <i>Aaron Zornes, The MDM Institute</i>	Data Governance: A Topsy-Turvy Integration for most Companies <i>Erik Leene, Kadenza</i>	The Information Governance Journey at Norges Bank <i>Elin Vaage Løfton, Norges Bank & Nicola Askham, The Data Governance Coach</i>	Communication and Change Management for Governance Programmes <i>Gerard Bartley, FrieslandCampina</i>
15:25-16:10	Leveraging MDM for M&A – the 'Ultimate' Master Data Challenge <i>Ramon Chen, Reltio</i>	Case Study: Enhanced 'Product 360' via MDM-Leveraged Big Data <i>Speaker/Company TBC</i>	Top 5 Data Architecture Challenges: Using Modelling Techniques and Strategies for Corporate Benefit <i>Eric Mellor, TalkTalk and Ron Huizenga, Embarcadero</i>	Prepare for Big Data - by Governing Small Data <i>Lena Lindroth, Volvo Penta and Håkan Edvinsson, Informed Decisions</i>	My Journey Through Data Governance and Lessons Learned <i>Garry Manser, Barclays</i>
16:10-16:40	Break & Exhibits				
16:40-17:25	Experts Panel: Best Practises in MDM of Reference Data	Driving Value in Business Processes via Multi-Domain MDM <i>Steve Jenkins, Valspar</i>	Integrating Big Data Analytics & Technologies into Your Existing Analytical Environment <i>Mike Ferguson, Intelligent Business Strategies</i>	Lean Data Governance <i>Dhivy Venkatachalam Gazprom Marketing & Trading Ltd</i>	Establishing Data Ownership at DNB <i>Petter Larsen, DNB</i>
17:25-18:45	Drink Reception and Exhibits				
WEDNESDAY 20 MAY 2015 Conference Day 2 & Exhibits					
	MDM of CUSTOMER	MDM of PRODUCT & REFERENCE DATA	MASTER DATA GOVERNANCE, FUTURES	DATA GOVERNANCE	
09:00-10:00	PLENARY KEYNOTE: Ten Big Myths of Big Data, <i>Rick van der Lans, R20/Consultancy</i>				
10:00-10:30	Break & Exhibits				
10:30-11:30	MDM Keynote: Field Reports for 'Top 15' MDM Solutions <i>Aaron Zornes, The MDM Institutes</i>			DG Keynote: Can We See Clearly Yet? Data Protection Reforms, <i>Dr Ian Walden, Queen Mary, University of London</i>	
11:35-12:20	Global Product MDM in a Distributed Organization <i>Patrick Gobin, Médecins Sans Frontières</i>	Information Modelling – Understanding the Master Data Landscape <i>Martin East, Credit Suisse</i>	Expert Panel: Best Practises in Master Data Governance	Data Governance Implementation at Major Insurance Provider in North East US <i>Michael Davis, Data Quality Engineer Lead & Dawid Duda, Compact Solutions Polska</i>	The Dark Side of the Information Pyramid <i>Dirk Coutuer, ING Bank</i>
12:20-13:45	Lunch & Exhibits				
12:45-13:40	INDUSTRY INNOVATION SESSION The Data Governance Network, Because Connections Matter <i>Patrick Dewald, Diaku Limited</i>			INDUSTRY INNOVATION SESSION Industry Innovation Session by Cognizant – Details to Follow	
13:45-14:30	Expert Panel: Best Practises in MDM of Customer Data	Applying Open Software to Manage Standard Reference Data <i>Becky Russell & Grant McMellin, Environment Agency</i>	Creating an "Organic" Global Data Governance Program <i>Matthew Smith, Covidien</i>	Utilising the Change Delivery Lifecycle to Embed Data Governance Practices <i>Ellie Fitzpatrick & Andrew Hazelwood, Yorkshire Building Society</i>	Selling Data Governance or DG by Stealth? <i>Christiphor Bradley, FromHereOn</i>
14:35-15:20	Operationising "Information as a Service" on a Global Scale <i>Khalid Lhalouani, AXA Global Solutions & DV Singh, AN Info Systems</i>	From Tactical MDM to Enterprise MDM <i>Oliver Monroche, Sanofi</i>	Expert Testimony: Field Reports for 'Top 10' MDG Solutions <i>Aaron Zornes, The MDM Institute</i>	DG Panel: Data Governance as Corporate IT is Remade by Cloud, Mobile, Social and Big Data <i>Moderator: Brian McKenna, Computer Weekly</i>	Data Quality and Data Governance are the Foundations to a Customer Driven Company <i>Louise Miller, Standard Life</i>
15:20-15:45	Break & Exhibits				
15:45-16:30	Developing an Operational Global MDM & Data Governance Function <i>Martyn Edwards & Martin Stapelfeldt, British American Tobacco</i>	Managing the Scope for an Enterprise-Wide CUSTOMER Master Hub <i>Tomas Lancinger, Komerani Banka (Société Générale)</i>	Implementing Master Data Governance in a Global Organization <i>Bernard Fidler, Kimberly-Clark</i>	It's What's Inside that Counts: How Your People Can Lead Your Data Governance <i>Charles Joseph, Beazley</i>	Implementing New Processes for Data Maintenance and Data Governance <i>Geert Janssen & Tony Klerks, ASML</i>
16:35-17:20	Aligning Business & IT Requirements in Global MDM for the World Bank Group <i>Jennifer Trotsko, International Finance Corp. & Deepa Krishnan, International Bank for Reconstruction and Development</i>	Product MDM in a Decentralized Organization with a Multi-Domain Vision <i>Xavier Beslay, Timac Agro & François-Xavier Nicolas, Semarchy</i>	Delivering Business Value through Reference Data Governance for Financial Applications <i>James Gordon, Seismi & Doug Cosby, Oracle</i>	Data Governance and Data Management Based on Balanced Scorecards: a Case Study at Petrobras <i>Dean Melo & Petrobras S.A.</i>	Data Governance – from Local Optimisation to Outsourcing <i>Andreas Reichert, BEI St. Gallen AG</i>
17:25-17:35	Conference Close				
THURSDAY 21 MAY 2015 Post – Conference Workshops – 09:00 – 16:30					
Getting to the Next Maturity Level with Information Governance: Delivering Accuracy and Trust, <i>Jan Henderyckx, Inpuls</i>		Understanding & Optimising MDM Deployment Architectures, <i>DV Singh, AN Info Systems GmbH</i>		Data Protection through the Information Quality & Data Governance Lens, <i>Daragh O'Brien, Castlebridge Associates</i>	

PRE-CONFERENCE WORKSHOPS FULL DAY

09:30-17:15 FULL DAY

MDM (CDI, PIM, RDM & MDG) Quick Start

Aaron Zornes, *The MDM Institute*

Here's an excellent opportunity to improve your success as an enterprise/data/solutions architect or other IT professional embarking upon your first MDM or Data Governance initiative. During this fast-paced workshop, you'll learn firsthand the best practice insights every IT professional must know to fast-track success and minimize risk. This is your pre-conference opportunity to meet with the "Godfather of MDM" to ask the questions and set your own personalized agenda to maximize your conference experience.

The speaker's reputation for cutting through the hype to deliver a no-nonsense view of what you need to know will provide insights into proven approaches to delivering business value along with the insiders' view of strategic implications of these fast-evolving technologies.

Combining presentations and case studies, this session's proven agenda is practical, personal and uniquely tailored on-site to the needs of the participants. The speakers will share real world insights from surveys and discussions with over 1,500 MDM programs to provide guidance concerning:

- Initiating a successful MDM, RDM and/or MDG program
- Convincing the business to take a leadership role with the goal to deliver measurable ROI
- Choosing the right MDM, RDM and/or MDG solutions despite a rapidly churning market - multi-domain MDM, reference data management, hierarchy management, identity resolution, big data, social MDM, semantic databases and more

MDM - A Best Practice Guide to Design and Implementation

Mike Ferguson, *Intelligent Business Strategies*

This workshop focuses at the end-to-end implementation of master data management and tries to address the hardest problems that arise in an MDM project. It looks at the broader picture of information governance, data quality and metadata management before applying these to an MDM project. It also address design issues such as inbound integration of master data to consolidate master data when it is scattered across many different data sources, and the outbound synchronization of it to supply both operational and analytical systems. It also looks at master data virtualization when you have a hybrid state of some master data consolidates and some not. In particular it looks at what needs to be considered when dealing with data integration and data synchronization to achieve best practice in design and implementation. The session covers the following:

- An introduction to data governance
- Introducing a shared business vocabulary
- Metadata management
- Enterprise data quality and data integration
- The main approaches to implementing MDM
- What kind of MDM system are you building? - a System of Record, Centralised Master Data Entry System or both
- Understanding master data maintenance in your enterprise
- Best practices in designing master data consolidation
 - Data capture techniques
 - The benefits of standardizing inbound data to a an MDM system
 - Should history be kept in a MDM system?
 - Approaches to cleansing, and matching
 - Consolidation Vs Virtualizing master data to create an MDM system
- Best practices in designing outbound master data synchronization
 - Integrating an MDM system with an enterprise service bus for outbound synchronization of operational systems
 - Schema and integrity synchronisation problems that can occur and what to do about them
 - Conflict resolution on outbound synchronization
 - Design considerations when integrating MDM with ETL tools for synchronizing data warehouses and data marts
- Maximising the use of data virtualization in MDM
- The implications of switching to centralized master data entry
- The change management program imposed by centralized master data entry

09:30 – 19:00 CDMP Certification

Workshop Preparation for the Certified Data Management Professional (CDMP) Certification

Includes three 90 minute examinations leading to CDMP Certification

Chris Bradley, *FHO and DAMA UK*

This workshop covers an overview of the process, tips and techniques of successful CDMP exam taking. In this interactive and informative session, you will learn:

- What is the CDMP certification process
- The DAMA-DMBOK & CDMP data exams alignment
- What topics comprise each exam's body of knowledge
- Concepts and terms used in the CDMP exams
- A Self-assessment of your knowledge and skill through taking the sample exams.

Workshop attendees will take the certification exams on a "pay if you pass" basis (passing is 50% or better). If you take and pass all three certification exams, you would leave the MDM and Data Governance Conference 2015 with a CDMP credential. Cost is \$285 per exam. More details can be found on the conference website.

PRE-CONFERENCE WORKSHOPS HALF DAY

09:30-12:45 MORNING

Practical Data Governance: Getting Started

Sue Geuens, *EPI-USE & DAMA International*

Data Governance Programs often seem to start with failure as a foregone conclusion. Horror stories from other organisations and data professionals permeate the industry

Having been a big part of the implementation and maintenance of a successful DG program at a large Southern African Telco, Sue will focus on the practicalities, how to turn the theory into practice and how to make it stick. Having a number of years experience in practical Data Governance, Sue will take various themes and issues raised during her work and get the group working on the practical pieces that are needed to start your Data Governance Journey. If you are a beginner in DG and are looking for a framework or some practical hand-holding this is the ideal workshop. If you are already working on DG but feel like you are wallowing, then this workshop will help you focus on what you need to do next. You will walk away with a much better understanding of what you are going to be doing, together with various documents that you have helped craft in this workshop. Each part of the agenda has one or more exercise sessions.

- Starting Up
- Identifying Stuff To Do
- The Fun Part
- What went wrong and how did we fix it? – the practical know-how of implementing DG

EIM and DG Metrics – A Primer

John Ladley, *IMCue Solutions*

"Information asset" needs to be more than a metaphor; you need to provide actionable measures to demonstrate that your data programs are working. So you are told to measure your IM and DG program's progress and value. But how do you do that? Where is the data? What are the metrics that work? This session will review what types of metrics are suitable for measuring the success of your IM or DG program. A case study will be used to show how metrics can be created for any type of company or organization. Attendees will learn techniques to start to manage information as an actual enterprise asset, and considerations for quantifying the value and progress of information management. Topics to be covered include:

- What types of metrics are there? There is a lot more to measuring value than common ROI
- What categories of metrics are there? You need to measure people and technology as well as processes.
- How do we assemble and use metrics? Even if you had them, do you know what to do with them?
- Where do I get the data? The data is out there – you need to be creative.

Modelling Business Decisions – A Step Further for Data Modellers

Håkan Edvinsson, *Informed Decisions*

For a very long time, the common denominators of decision making and data modelling have been data supply and data quality aspects. Data modelling has been used widely when building business intelligence solutions, establishing systems integration, and building data sourcing solutions. But it does not end there anymore. Now, there is a new discipline called Decision Intelligence that can take experienced data models into completely new contexts. Rather than simply providing facts and figures, leaving the interpretation to the decision maker, Decision Intelligence is a way to understand how today's decisions impact future outcomes, under a given set of conditions. It uses decision model diagrams to show how decisions impacts key parts of your

organization, leading ultimately to outcomes of interest. Decision Intelligence does not rely on large data volumes or high data quality. It can rely also on small data and great knowledge. Designing decision models is not equivalent to data modelling. But having profound Conceptual Data Modelling knowledge is an excellent base for such design.

What you will learn:

- What is Decision Intelligence (DI), how is it performed and how do we use it?
- Basic elements of a decision model
- How to design a decision model
- How to implement and execute a decision model

Data Quality 101: What Every Data Governance Practitioner Needs To Know

Jon Evans & Nic Jefferis, Equillian

Effective Data Quality Management sits at the heart of every successful Data Governance programme. And yet, the topic of data quality is still misunderstood by many – a situation compounded by the use of unfamiliar jargon and too much emphasis on technology.

This half-day workshop will bring Data Quality Management into focus, dispel the myths and equip Data Governance practitioners with the essential understanding they require. With plenty of practical advice on how to avoid the common pitfalls, both beginners and those already familiar with the topic will learn how to use the benefits of Data Quality Management as the fuel to drive forward their Data Governance initiatives.

The workshop will be structured around 4 key topics:

- The Truth About Data Quality
- Monitoring Data Quality
- Improving Data Quality
- Using Data Quality to Drive Data Governance

How Reference Data Underpins MDM Success

Conrad Chuang, Orchestra Networks

The oft-quoted verse “For the want of a nail, the shoe was lost” highlights how seemingly small things can have an outsized impact. In the contemporary enterprise, no “small thing” is as important or as frequently overlooked as the reference data that is used to provide the fundamental classifications that are foundational to operational efficiency, risk data aggregation, and reporting. In this workshop, the focus will be on the scope of reference data in the enterprise, the criticality of effectively governing shared reference data as an enterprise asset, and the impact of RDM software as used to provide effective governance and control of enterprise reference data – including business glossary, authoring, workflow, versioning, and hierarchy management capabilities. Topics to be covered will include case studies which illustrate:

- Defining reference data & why it is foundational to both operational & analytical MDM initiatives
- Understanding why RDM is the ideal place to begin your MDM Journey
- Determining what the key requirements for an RDM solution should be

14:00-17:15 AFTERNOON

Top Data Governance Mistakes and How to Avoid Them

Nicola Askham, The Data Governance Coach

Data Governance is getting a reputation for being complex and extremely challenging to implement, but it need not be. Learn from others experiences and do not repeat their mistakes. Join Nicola

Askham, The Data Governance Coach, to learn about the many pitfalls that you could face, how you can deal with them and more importantly avoid altogether if you take a structured approach to your data governance initiative.

Join this session to learn:

- What not to do in your data governance initiative
- What to do to overcome some of the common challenges
- Tips and best practice advice to make your data governance initiative successful

Performing the Top Data Jobs

John Ladley, IMCue Solutions

This tutorial is not just for CDOs! Chief Data Officer, EVP of Information, Head of Informatics, Data Scientist are several of the many titles popping up as labels for the “top data job” within an organization. As varied as the individual companies and business challenges can be, they all have distinctly similar challenges and approaches. Everyone in the data world can benefit from learning their tactics, philosophies and success stories. This tutorial will review the success factors and approaches of many data leaders.

- Selling and Sustaining Data Management
- Staffing and Organization Design
- Rules of being a business partner, not an order-taker
- How the CDO interfaces with other functions

Making Enterprise Data Quality a Reality

Nigel Turner, IPL

Many organisations are recognising that tackling data quality (DQ) problems requires more than a series of tactical, one off improvement projects. By their nature many DQ problems extend across and often beyond an organisation. So the only way to address them is through an enterprise wide programme of data governance and DQ improvement activities embracing people, process and technology. This requires very different skills and approaches from those needed on many traditional DQ projects.

If you attend this workshop you will leave more ready and able to make the case for and deliver enterprise wide data governance & DQ across your organisation. This highly interactive workshop will also give you the opportunity to tackle the problems of a fictional (but highly realistic) company who are experiencing end to end data quality & data governance challenges. This will enable you to practise some of the key techniques in a safe, fun environment before trying them out for real in your own organisations.

Run by Nigel Turner, the workshop will draw on his extensive personal knowledge of initiating & implementing successful enterprise DQ and data governance in major organisations, including British Telecommunications and several other major organisations. The approaches outlined in this session really do work.

The workshop will cover:

- What differentiates enterprise DQ from traditional project based DQ approaches
- How to take the first steps in enterprise DQ
- Applying a practical Data Governance Framework
- Making the case for investment in DQ and data governance
- How to deliver the benefits – people, process & technology
- Real life case studies – key do’s and don’ts
- Practice case study – getting enterprise DQ off the ground in a hotel chain
- Key lessons learned and maxims for success

A Proposal for Information Governance Working Model and Roles

Jan Henderyckx, Inpuls

One of the main information governance challenges is trying to properly position it within an organisation and more importantly define the interaction with other disciplines that are already established in an organisation. Most organisations are faced with each information related discipline trying to solve the puzzle in their own unique way. Each approach might make sense, but stop short answering the real question how all of this fits together. There are many working models for information governance defined but we have no industry consensus on terms such as data steward or owner. During this session Jan will propose a working model that is able to cover the core information governance activities and that allows you to establish information governance in your own organisation.

- Fundamental tasks and roles in information governance
- How do we position information governance, data management, BI, quality, enterprise architecture, risk and data science?
- Comparing COBIT 5, Mike 2.0 TOGAF and DMBOK
- Applying the roles to your organisation
- Enabling the change
- Transforming from program to recurrent mode
- Linking the governance roles to other disciplines
- Defining the objectives and formal deliverables allowing you to interact with the other organisational components.

MDM Comes of Age with Big Data & Data-Driven Applications

Ramon Chen, Reltio

We are in the era of Big Data wherein technologies can now support a wide variety of data at seemingly infinite data volumes at real-time velocity. Yet MDM tools and technologies remain relatively unchanged in the 10 years since companies began deploying such solutions. Some might say that MDM itself has turned into the very silo it was designed to circumvent. Granted, certain solution providers now offer MDM in the cloud to enable smaller companies to benefit from MDM at a much lower ongoing cost, but for most enterprises that isn’t enough to meet increasing business demands.

Today’s end-users want access to a complete view – not just of customers or products – but rather a blended view of all master data entities plus transaction, interaction and social data. And they want their information delivered in the form of LinkedIn/Facebook style data-driven applications. They also want faster time-to-value and expect a new breed of enterprise data-driven applications that include reliable data, relevant insights and recommended actions.

In this workshop, one of the pioneers in the next-generation of MDM solutions will share best practices, case studies and technology considerations by discussing these topics and more:

- Leveraging enterprise multi-channel data to enable ‘inside-out’ client view via MDM
- Understanding the business value of Big Data, NoSQL vs. RDBMS vs. Data Warehouse, Hadoop (HDFS & MapReduce)
- Establishing the business case for MDM & real-time data-driven applications (a case study)

17:30-18:00 Lightning Talks

Six 5 minute sessions given straight after each other by various speakers on various subjects.

This is a light hearted and fun session.

POST-CONFERENCE WORKSHOPS FULL DAY

Getting to the Next Maturity Level with Information Governance: Delivering Accuracy and Trust

Jan Henderyckx, Inpuls

We have evolved from the age of automation to the information age. Proper information management and insights have become a linchpin that act as a catalyst for the execution of your business strategies. Information can be supporting or defining your business model. Having the data in your organisation is not enough as the true value comes from your ability to turn the data into operational information and insights that allow you to create business value and make strategic and tactical decisions. Aligning your information requirements with strategic business objectives is critical.

- Linking your business strategy to information flows
 - Architecting the business semantics
- Information Enablement, establishing the information capabilities
 - Capabilities required to support your information strategy:
 - Persistency: Column Based Storage, Appliances, In-memory Computing, NOSQL, Hadoop, ..
 - Positioning the information management patterns; virtualisation, Extract-Transform-Load, Enterprise Application Integration, Web services, Enterprise Service Bus, Change Data Capture, ...
 - Managing the information life cycle: ILM platforms
- Managing Accuracy and Trust
 - Delivering quality and security
- Getting the business buy-in

Understanding & Optimising MDM Deployment Architectures

DV Singh, AN Info Systems GmbH

Getting the initial MDM deployment architecture "right" is both critical and a major challenge for most enterprises. This is further compounded by the churn in MDM solution platforms as they themselves evolve in tandem themselves with the never-ending fundamental flux in IT (e.g., Cloud, Social, Mobile, Real-Time, Internet of Things, etc.). This session will provide insights into various architectural options across multiple MDM solution brands such that the attendee will better understand the options available along with the effort required to get there. Along with multi-domain operational MDM, omni-channel PIM, Cloud MDM, and virtual/registry MDM considerations, this tutorial will provide insight and best practices from proven implementations. In this session, one of the pioneers in the architecture and deployment of very large-scale MDM solutions will share best practices, case studies and technology considerations by discussing these topics and more:

- Solving subject area diversity through a singular Data Quality platform
- Leveraging Service-Oriented Architecture (SOA) via "plug & play" design to support "master data as a service", real-time Integration, & (even) SOX-compliant Big Data
- Applying a generic methodology for MDM UI & DQ Web Services to overcome limitations of MDM product performance for complex multi-level checks

Data Protection through the Information Quality & Data Governance Lens

Daragh O'Brien, Castlebridge Associates

The Data Protection Regulation is rapidly moving to a final version. The practical implementation of compliance with the Regulation requires that organisations "break down barriers" between traditional Regulatory, Quality, and Governance silos.

Delegates will learn:

- What the direct links are between Data Governance, Data Quality, and Data Protection
- How effective implementation of DG/IQ practices supports proactive compliance with current and upcoming Data Protection laws
- How to adapt Data Quality and Data Governance practices to Data Protection problems
- Understand how Privacy By Design and Privacy Engineering are old wine in new bottles for the Data Governance professional.



www.twitter.com/IRMUK

Event hashtag #MDMDG



Search for the MDM Summit & Data Governance Conference Europe in LinkedIn Group

Group Booking Discounts:

2-3 delegates 10%,

4-5 delegates 20%,

6+ delegates 25%

"The ultimate melting pot of ideas and best practices in Data Management"

Andy Moore, Process Specialist, Information, Rolls-Royce

"Superb conference. Will go back filled with great ideas. Where to start though?"

Michael Sheahan, BI Manager, IKEA Service BV

"The event is really great and it's a big pleasure to have such a concentration of professionals in one place"

Natalia Khatseyeva, Consultant and Commercial Assistant, GDE France

"As a business user (with an IT part to my previous career) I wondered what the split would be between business and IT discussion. I was pleased that the conference was pitched at a level that suited both"

Chris Hall, Content Quality/Governance Manager, RS Components

"Glad I attended – good informative presentations and a chance to network"

Nigel Ball, Senior Manager, Data Governance, Lloyds Banking Group

"Excellent organisation as I've come to expect from IRM UK"

Jon Evans, Information Strategist, Equillian

"A thoroughly recommended event that will increase your knowledge, expand your network and give a wealth of resource."

Anwar Mirza, Financial Systems & Data Governance Director, TNT

"Really important to combine MDM & Data Governance - gives a good mixture of content and attendees. More of the same next year please."

Colin Wood, Enterprise Information Architect, GlaxoSmithKline

"2 days well spent. Great mixture of presentations. Impressed by speakers and breadth of coverage."

Lee Bailey, Senior Manager, BAE Systems Detica

"High quality event with top speakers and topics. A perfect mix between MDM and Data Governance Status and trends."

Galand Vincent, Senior Business Analyst, ING Belgium

"Really well run, really well organised, lots of good speakers and excellent case studies."

Martin Campbell, Information Architect, National Australia Group

"I really enjoyed the case studies that combined the recommendations of the consultant with the implementation in practice at the end user site. Let's have more like this please!"

Toni McDerment, Enterprise Data Architect, Reuters

"Great fun and good networking opportunities, well organised. Easy access to critical information for anyone involved in DG."

Helen Townsend, Enterprise Data Architect, Reuters

"Very good crash-course into MDM & DG. Day 1 (Aaron's bootcamp) is a USP. Thanks for organizing!"

Rolf Emmens, Manager MDM, Getronics

"Very well organised, high quality presentations and good speakers."

Alan Kimberley, Principle EA, Orange PLC

"An enjoyable and informative event providing excellent networking opportunities and valuable insights into the trends and technologies in the MDM and Data Governance markets."

Dave Bennett, Analyst, Morrisons

"Very good and practical approach, real life cases and presentations."

Maija Hamalainen-Nikula, Senior Manager, Nokia Ltd

MDM of Customer

Leveraging MDM to Support & Drive Strategic Priorities

Doug Kirby, Global Enterprise Architect, Premier Farnell

Premier Farnell is a £1B multi-channel marketer and distributor of products and services in the time-critical, innovation-focused, electronic components sector. Through an extensive proposition of over 600,000 products from 3,000 leading suppliers, the company supports hundreds of thousands of customers, ranging from electronics design engineers to purchasing professionals and electronics enthusiasts around the world. Following delivery of a new global eCommerce platform, including a strategic data integration hub, they are now planning further transformation, enabling customers to benefit from a single global distribution partner in the increasingly global electronics design and production sector. Data is seen as crucial to the success of this transformation. This presentation will cover:

- Leveraging synergies between MDM & other transformational change
- Enhancing management of customer & product data as key foundational elements
- Identifying ROI to move the strategy forward & address business & IT challenges

Case Study: Master Data Governance for Big Data Privacy

Christoph Kögler, Head of Innovation, T-Systems Multimedia Solutions

One of the most important concerns about the introduction of Big Data technologies among European customers is "data privacy". In a time of ongoing discussions about international data privacy, an unsettled public looks for guaranteed security of their personal data, especially from the Big Data players in the market. In 2015, the tide is turning. Most big companies in Europe, and especially in Germany, have established data privacy policies and codes of conduct for handling customer personal data. This session presents typical pitfalls and how to avoid them based on lessons learned from the Data Governance project that led to the master data policies of Deutsche Telekom, the biggest telco provider in Europe, by discussing:

- Setting up organizational & technical measures to win customer's trust
- Accommodating the multitude & diversity of different privacy laws in the US & Europe
- Leveraging how Data Governance policies potentiate the business

Unlocking Business Value in R&D via MDM

Guido Claes, Director DDIG MDM, Janssen Pharmaceutical Companies and Supriya Moghe, Delivery Manager, Tata Consultancy Services

Janssen R&D is a worldwide leader in delivering innovative medicines for the treatment of an array of health concerns. In order to produce such medicines and achieve the ultimate goal of helping people live healthy lives, effective management of information assets must be in place. The primary activities associated with the pharmaceutical industry include management of the product portfolio and development of new breakthrough products. Given the huge investment made in building and supporting processes to maintain data, it is vital to establish consistency of business

critical data in these systems to create substantial strategic advantages via improved productivity and quality of core deliverables. MDM improves such data exchange between business functions. Governance with clear data ownership is critical, including well defined terms with business rules. Drug Development Information Governance (DDIG) for Janssen Pharmaceuticals R&D was launched several years ago with the same objective. Data quality rules are derived and will generate data cleansing rules to resolve data issues. Clearly, data management plays a significant role in operational execution. This session will discuss best practices derived from experiences of Janssen R&D DDIG regarding how and why MDM provides strategic value for R&D by discussing:

- Establishing an information governance model as key to success
- Providing data management capability that is critical for monitoring data quality in business processes
- Outsourcing data management capability for MDM to a strategic partner

Leveraging MDM for Mergers & Acquisition – The "Ultimate" Master Data Challenge

Ramon Chen, VP of Marketing, Reltiao

Mega-mergers are on the rise with ongoing corporate consolidation occurring across every industry as companies look to bring together their businesses to lower costs and thrive from synergies to continue to grow. Clearly, master data is a critical component of every such merger. Overlap between customers, products, processes and each siloed system that manages information holds the key to how cost effective the merger will ultimately be. Yet it has been virtually impossible to bring together such a wide variety of information from across the merging companies because of the time it traditionally takes to get to that MDM "single version of the truth". Adding to the complexity is the fact that neither company can view the blended data until after the merger, yet they and their auditors must respond to government requests demanding divestitures (of customers, of product lines, etc.) in order to consummate the merger. This case study will show how a new breed of data-driven MDM can help solve the "Ultimate" master data challenge by discussing:

- Agglomerating M&A data together from the merging parties into a single Cloud environment to rapidly deploy Big Data analytics
- Creating a pre-merger information model that clearly shows synergies between merging parties while providing post-merger foundation for consolidation & business growth
- Masterminding data-driven applications to simultaneously support downstream needs of hundreds of legacy applications across hundreds of operating divisions/business units

Experts Panel: Best Practices in MDM of Reference Data

RDM is a relatively new offspring of MDM functionality to provide the processes and technologies for recognizing, harmonizing and sharing coded, relatively static data sets for reference by multiple constituencies (people, systems and other data). Mismatches in reference data can have a major impact on data quality, can affect the integrity of BI reports, and is a common source of application integration failure. Home-grown RDM systems suffered for a number of reasons, and just as businesses no longer build

their own custom CRM, ERP and MDM systems, so too are organizations acquiring commercial RDM solutions which can be easily tailored or configured and which have the full ongoing support of a software vendor. Moreover, RDM use cases are increasingly being approached by enterprises as entry points into the broader world of MDM. This panel will focus on the answers to such issues to help understand the relationship and dependencies between RDM and MDM by discussing:

- Rationalizing the trade-offs between multi-domain RDM solutions & do-it-yourself RDM
- Determining whether RDM might serve as a suitable proof-of-concept for the utility, performance & ease-of-use evaluation for a general purpose MDM solution (CDI, PIM, multi-domain)
- Understanding the business value & evaluation criteria for standalone RDM solutions versus MDM-enabled RDM

Case Study: Global Product MDM in a Distributed Organization

Patrick Gobin, Project Manager, Médecins Sans Frontières

Médecins Sans Frontières (MSF) / Doctors Without Borders is a world-wide, non-governmental organisation created by doctors and journalists in France in 1971. Today, MSF provides independent, impartial medical assistance in more than 60 countries to people whose survival is threatened by violence, neglect, or catastrophe, primarily due to armed conflict, epidemics, malnutrition, exclusion from healthcare, or natural disasters. In 1999, MSF received the Nobel Peace Prize. In 2011, MSF launched their Codification Project, which is an MDM project designed to maintain and improve the quality and the interoperability of their Product Master Data for their entire organization. In this session, MSF will describe their journey by discussing topics such as:

- Establishing the requisite program design for enterprise reference data
- Managing the MDM solution— from selection through implementation
- Provisioning the necessary Data Governance body structures

Expert Panel: Best Practices in MDM of Customer Data

The ability to deliver a single, trusted, shareable view of customer is universally seen as a key business strategy for commercial and public sector enterprises. Yet most enterprises struggle to provide even a 90°, let alone a 360°, view of those entities. While historically, many organizations and vendors originally focused on derivatives of CRM, ERP or other vertical industry solutions as their system of record, industry-leading enterprises have since moved on to multi-domain MDM, Big Data/Social MDM and other key augmentations to that original concept. This panel will focus on answers to such questions as:

- Establishing the seeds to grow customer data integration—e.g., compliance & risk management; cost optimization & efficiency; cross-sell, up-sell & retention
- Determining the pace to embrace multi-domain MDM, Big Data, Cloud MDM & Social MDM
- Rationalizing an "MDM of CUSTOMER hub" architecture with the reality of multiple ERP, CRM & other MDM hubs

Case Study: Operationising "Information as a Service" on a Global Scale

Khalid Lhalouani, Director, AXA Group Solutions and DV Singh, Author/Director Enterprise Services/ Entrepreneur, AN Info Systems GmbH

Axa (AXA Insurance) is in the midst of executing a corporate strategy for MDM aiming to harmonize product and customer data along with five other master data domains from across its three main business units - Property & Casualty insurance, Life & Savings and Asset Management. As one of the largest multinational insurance companies in the world (150,000+ employees, 56+ countries, 100 million+ clients), enterprise-level IT programs are significantly challenging in both complexity and scale. One of the ongoing primary objectives is to reduce the cost of non-differentiating IT through standardization of "Information as a Service" and Real time Master Data governance. All master data collections will become actively managed "system of reference" data hubs via a "Real time Orchestra as MDM/RDM tool and Informatica as ETL tool for data exchange between Orchestra and SAP systems" SOA platform with management processes on top of them. Both product and customer data will be continuously synchronized with a variety of production systems in the IT landscape. Realizing that ability to manage real time master data issues using real time services is not a differentiating capability of AXA, plans to launch a BIG & Expensive MDM initiative is no longer the strategy. The strategy is now to operate MDM and Data Governance processes as a new service offer by the IT Shared services department on top of service-enabled data services hosted on the enterprise Flyer platform that caters to Global new GL reporting, Payment clearance and Investment portfolio.

Delegates will take away from this session key lessons learned such as:

- Establishing an enterprise architectural pattern for standardization of near real-time "Information as a Service" via the true SOA compliant platform
- Offer a central data governance and data quality function by operationalizing a generic service interface and the use of business-friendly data model
- Reducing the time and cost of acquisition and deployment of an MDM tool by implementing a mutualized model, technology and platform

Case Study: Developing an Operational Global MDM & Data Governance Function

Martyn Edwards, Operations Standards and Data Manager & Martin Stapelfeldt, Operations Data Steward, British American Tobacco

British American Tobacco (BAT) is a multinational company headquartered in London, United Kingdom. BAT have come from a globally federated background and evolved into a globally consistent organisation underpinned by a global operating model across all business functions. The key changes for data management within the Operation's function have been BAT's SAP consolidation programme and a new global MDM organisational structure deployed to drive rigorous standardisation across data processes and governance worldwide.

The design for global data management for Operations at BAT is also aligned cross functionally

with Marketing and Finance and depends on standardised capabilities to manage data across the business. This combines with compliance monitoring plus a model for strong governance of changes to data and data standards via the Data Stewards and Functional Standards Councils. This session will present BAT's journey of delivering master data services as a capability within a global manufacturing enterprise by discussing these topics and more:

- Defining BAT's global master data challenges & recurrent issues
- Identifying what might have been done differently with the benefit of hindsight
- Leveraging truly global data management best practices in a company where a team of dedicated Data Stewards has been on a journey to transform Data Governance over the past few years

Case Study: Aligning Business & IT Requirements in Global MDM for the World Bank Group

Jennifer Trotsko, Acting Head, Information Quality Group, International Finance Corporation, Deepa Krishnan, Senior Data and Information Management Officer, International Bank of Reconstruction and Development, part of the World Bank Group.

The World Bank Group (WBG) realizes that managing its data effectively has a profound effect on its ability to alleviate global poverty. Comprised of separate legal entities, including the International Bank for Reconstruction and Development (IBRD) and the International Finance Corporation (IFC), the WBG is currently implementing an Enterprise Master Data Management (MDM) framework, which is seen as a cornerstone of its data management strategy. Providing a consistent view of key business entities within this federated environment is seen as a critical success factor of the WBG MDM implementation.

As a first step, it was considered critical to achieve absolute clarity regarding the current or proposed treatment of master data as it is designed, captured, mastered, governed, and maintained. To achieve this clarity, a joint IBRD/IFC team took the concept of a Data Specification Sheet (DSS) and expanded it greatly. The result is an easy-to-use document containing field-level expectations, rules, and metadata as essential governance components of the MDM ecosystem.

While the initial implementation at WBG consists of the IFC partner (aka customer) and reference data domains, the team is also focused on establishing a reusable framework and processes that can be applied as MDM is expanded to other domains.

This session will explore the steps in creating an enterprise MDM strategy and roadmap by discussing topics such as:

- Establishing the business case for MDM & laying an enterprise MDM foundation;
- Applying a robust & rigorous Data Specification Sheet (DSS) including business, operational & technical metadata to set clear expectations for data usage, content, structure & control, including usage of the DSS by various teams besides the core MDM team for developing user interfaces, solution design, data models, data quality controls and data integration patterns;
- Integrating data quality processes and data governance and stewardship activities as a core component of MDM;
- Design considerations in an enterprise implementation including scalability, flexibility and access controls;
- Developing a strategy and roadmap from a

business and technology perspective; and,

- Challenges and best practices in an initial, enterprise MDM implementation.

MDM of Product & Reference Data

Case Study: MDG – Unwrapping Hidden Data Governance

Bradley Smith, Group Master Data Services Manager, Meggitt and Ralf Teschner, Managing Consultant, Data Management, Capgemini

Following a successful SAP ERP implementation, Meggitt, the large British aircraft subsystems manufacturer, wanted to build its data management maturity across 40 disparate business units by installing an SAP MDG hub for Customer, Vendor, Material and Finance master data. Key to the successful deployment (seven months, goal achieved) was the strategy to unwrap hidden Data Governance processes and understand the gaps. This session will provide such insights by discussing these topics and more:

- Discovering why the unwrapping of hidden Data Governance processes is so important to MDG rollouts
- Understanding why a parallel investment by the Business into the various Data Governance components is so crucial
- Planning for the next steps that need to be addressed
- How to orchestrate 70 influential stakeholders across 50 different DG workstreams

Case Study: Establishing Business-Led Multi-Domain MDM & RDM

Paul Gately, MDM - Group Data Management, Catlin Holdings

As a leading global property & casualty insurer and re-insurer, three years ago Catlin Holdings embarked on an MDM project whereby business goals included gaining a global picture of customers, ensuring international sanctions were not breached, maximizing re-insurance recoveries and managing financial transformation. Achieving these business goals required cross walking across MDM and reference data management (RDM) domains – all while engaging business ownership of the master data. Attend this session to learn how Catlin tackled this multi-domain, business-led MDM initiative by hearing about these topics:

- Identifying & mapping complex relationships among different domains – including charts of accounts & party
- Establishing integration rules between internal sources & external party reference data
- Integrating both MDM & RDM into a business-led data governance initiative

Field Reports for 'Top 10' RDM Solutions

Aaron Zornes, The MDM Institute

The impact of poor or non-existent reference data management (RDM) is profound. Errors in reference data ripple outwards affecting quality of master data in each domain, which in turn affects quality in all dependent transactional and analytical systems. Because reference data is used to drive key business processes and application logic, errors in reference data can have a major negative and multiplicative business impact. More than 55% of large enterprises surveyed by the MDM Institute are planning on implementing RDM in the next 18 months. This session will focus on the "why" and

“how” of RDM by providing insight into: Why is RDM mission critical today? How does RDM differ from (how is it similar to) MDM? What are the top business drivers for RDM? Where are most organizations focusing their RDM efforts? Topics to be discussed include:

- Understanding the pros & cons of commercial RDM solutions vs. custom-built (“Buy vs. Build”)
- Applying a “top10” evaluation criteria methodology to product evaluations for both mega vendor solutions (IBM RDM Hub, Informatica, Oracle DRM) and more pure play (Ataccama, Colibra, Kalido, Orchestra, Software AG, Teradata, et al)
- Planning for the future of RDM (dimension management for Big Data marts) & its relationship to overall MDM programs

Case Study: Enhanced ‘Product 360’ via MDM-Leveraged Big Data

Speaker/Company TBC

A €22B consumer packaged goods business headquartered in France is engaged in a multi-year transformation of their global Product Information Management system. This enterprise selected IBM’s PIM solution to support their product information management (PIM) needs for their 25+ international brands. As part of the global company’s business process transformation program, this business needed to blend the best of international product management with local/regional product management to best drive research and innovation while optimising marketing, manufacturing and distribution. The scope included rationalization of weights and measurements data, for example, across ~20 SAP hubs. The application of MDM concepts enabled the company’s matrix organization to evolve to federated PIM catalogs. Moreover, the new system unifies existing finished goods data models with GSI compliance and extends the finished goods data model to cover international and local ambitions. Attendees will get a deep understanding of this global enterprise’s MDM PIM solution including business challenges and lessons learned. Attendees will also get insight into the architecture including ERP interfaces as part of a full global deployment. The session will also discuss the company’s “Product 360” initiative which leverages IBM’s Watson Explorer in conjunction with MDM to provide a full view of both structured and unstructured data related to a single product. Topics to be discussed include:

- Improving operational results through leveraging of product information
- Driving significant savings through data quality improvement
- Aligning product information across all parties in the extended Supply Chain

Case Study: Driving Value in Business Processes via Multi-Domain MDM

Steve Jenkins, Global IT Director for Technology, Regulatory, Quality, Compliance & MDM, Valspar

As the sixth largest paint and coating corporation in the world, Valspar is a US\$4B+ international manufacturer of paint and coatings with nearly 10,000 employees in 25 countries. Valspar’s global MDM initiative is aimed at lowering costs through improved visibility into the supply chain, better supplier and customer satisfaction through enhanced product quality and higher profitability through lower cost of materials. In this session, find out

about Valspar’s MDM journey, how they recognised that supplier relationship and data management tools can help improve sourcing process efficiency and the key considerations for building the business case for back office productivity/efficiency and M&A synergies. Topics include:

- Establishing a proactive global Data Governance framework to drive & sustain centralized data stewardship with business owners
- Managing sourcing risk, automating the vendor RFP process & Raw Material SKU rationalization
- Integrating golden master copies with BI reporting systems to provide clean, consistent automated reports & KPIs

Information Modelling— Understanding the Master Data Landscape

Martin East, Senior Data Architect, Credit Suisse

MDM requires data governance. At Credit Suisse (€21B and 46,000 employees), it is vital that the data architects are successful in describing enterprise information content and data flows across the entire investment bank. The approach enables an enterprise-wide common data language, and facilitates identification and designation of information ownership, sources and master copies. Delegates will learn:

- Leveraging a framework of common terminology & architectural standards to describe enterprise information flows
- Determining the rules required to maintain clear & consistent models
- Applying the framework to determine ownership, sourcing & mastering approaches

Case Study: Applying Open Software to Manage Standard Reference Data

Becky Russell, Data & Information National Lead and Grant McMellin, Data & Information National Lead, Environment Agency

The Environment Agency (EA) is a non-departmental public body sponsored by the United Kingdom’s Department for Environment, Food and Rural Affairs (DEFRA), with responsibilities relating to the protection and enhancement of the environment in England. Approximately half of the department’s £1B+ expenditures is on flood risk management for the nation’s rivers. EA’s 10,000+ staff and the nation as a whole are benefiting from a recent IT program to therefore apply data standards to better manage these rivers. This session will focus on using master data as an evolving approach to standards and reference data management to both improve data management and meet open data responsibilities in a cost effective way. Topics include:

- Building a standards framework & infrastructure using common and open software
- Applying open technologies to meet open data responsibilities by making it easier to integrate data from different sources
- Understanding how changing the approach will benefit the EA’s partners

Case Study: From Tactical MDM to Enterprise MDM

Oliver Monroche, MDM Domain Leader – EIS/GDD IS, Sanofi

Sanofi, a multi-national company headquartered in Paris, is the world’s fifth-largest pharmaceutical by prescription sales (~€34B). With more than 110,000 employees across 100+ countries, the

company envisions IT as a means to become a “global healthcare partner” with synergistic platforms to bring innovative products to the market faster while focusing on patient needs. The challenge? Achieve and sustain group transformation from a functional silos organisation (R&D - IO - Marketing) to a global transversal multi-company structure. In this session, attendees will learn how, starting with a tactical MDM investment, Sanofi developed a strategic Data Governance framework using TIBCO MDM to support enterprise-wide IT transformation. Topics include:

- Provisioning a federated model (centralized global MDM hub with regional master data centers) to support multi-domain (Product, Customer, Employee)
- Leveraging reference data to create common language, standards & norms via both “project” & “service” modes
- Applying MDM with a digital approach to be closer to patients, customers, consumers & partners

Case Study: Managing the Scope for an Enterprise-Wide CUSTOMER Master Hub

Tomas Lancinger, Data Science Manager, Komerční Banka (Société Générale)

Three years ago, Komerční Banka (KB) was facing an interesting problem, and a big opportunity at the same time. An existing, in-house built solution designed to consolidate customer data had many limitations—minimal data quality processing, becoming too slow, difficult to use as a SOA component, limited matching capabilities, and couldn’t work with legal entities and their relationships. At the same time, there was a huge business opportunity to extend the solution and bring in customer data from other KB entities (insurance company, building society, etc.). Also, the marketing department had a vision to integrate prospects into the hub to identify relationships between existing and potential customers. Clearly, in order to grasp this opportunity, the hub needed a major overhaul or replacement. The data management processes would have to be re-engineered to reflect new data sources, new regulations, data quality processes, etc. But before starting, IT had to put together a strong business case to convince KB’s board of the ROI. The speaker will share KB’s MDM journey in discussing such topics as:

- Establishing the business case for an enterprise-wide CUSTOMER master hub (Party Referential hub)
- Collecting requirements in an ever-changing environment via non-intrusive data governance processes
- Avoiding scope explosion yet staying sufficiently flexible to keep the business involved

Case Study: Product MDM in a Decentralized Organization with a Multi-Domain Vision

Xavier Beslay, Information Systems Manager, TIMAC Agro International
François-Xavier Nicolas, VP, Product Management & Marketing, Semarchy

With operations in over 42 countries worldwide, TIMAC Agro International (Agro supplies branch of the Roullier Group) manufactures and commercializes fertilizers and nutritional specialties for crops and animals. The PROFERT (PROduct FERTilization) project consisted of building a Master database of all products sold by the European companies of the Agro supply branch while ensuring data conformity and regulatory compliance. This project included managing the product data lifecycle and data quality as well as distributing and sharing

this reliable product information. This session will share some recommendations and guidelines that have helped during the PROFERT project in discussing topics such as:

- Understanding the role & value of agile methods, organization & steps used for this project
- Overcoming the various challenges faced— from getting executive sponsorship to maintaining a constant communication flow
- Determining how & why this project has been positioned in a wider multi-domain initiative

Master Data Governance, Futures

Expert Panel: Best Practices in Master Data Governance

Data Governance is vital to success of MDM projects— both initially and ongoing. During 2015-16, enterprises will mandate that no MDM program be funded without the pre-requisite Data Governance framework. Moreover, proactive Data Governance (UI & workflow) that includes the entire master data lifecycle will increasingly be mandated as a core deliverable of most large-scale MDM projects. Given the substantial investment required for MDM programs, the co-dependence/synergy of MDM and Data Governance must be given close scrutiny— not only to contain costs, but also to insure success. Beyond committees, councils and stewards, what is the real work to be done, who should do it and what is the impact if not done properly? This panel will focus on the answers to such questions to help understand the relationship and dependencies between MDM and Data Governance by discussing:

- Communicating to executive management why Data Governance is essential as phase zero deliverable & determining initial ROI of such investments
- Establishing metrics for measuring the success of an ongoing Data Governance program
- Determining non-intrusive yet self-sustaining strategies for fostering continuity of Data Governance roles & processes

Case Study: Creating an “Organic” Global Data Governance Program Matthew Smith, Data Quality & Governance Manager, Covidien

Covidien is a global medical device manufacturing company with over \$11 Billion in annual revenue. In addition to global complexity, the company has also grown significantly through acquisitions. All of which call for an increased focus on Data Quality. Due to its increasing maturity and dependencies, getting started in the world of Data Quality can be a challenging exercise. This session will take you through what you need to know and provide the building blocks required to drive a major Data Quality and Governance initiative within your organisation. Moreover, it will also highlight the “organic” journey in evolving from Data Quality into MDM and Data Governance. Topics include:

- Justifying and gaining business adoption for a sustainable Global Data Quality and Governance Model
- Defining & provisioning the Data Governance organisational structures & distributing the capabilities to make this happen on the ground
- Identifying the techniques necessary to lead a Global Data Quality initiative

Field Reports for ‘Top 10’ MDG Solutions Aaron Zornes, The MDM Institute

Data Governance is critical to achieving sustainable and effective MDM. Failure to execute Data Governance concurrently with an MDM program greatly decreases the probability of success and economic sustainability of MDM programs. Clearly, Data Governance is both synergistic & co-dependent with MDM. When deploying MDM, a proper Master Data Governance (MDG) discipline should consider the business drivers, project scope, roles and people filling each role, policies and procedures, data quality, inheritability, social norms, and the business operating model. Moreover, Data Governance is more than a single product or process, rather, it is an ecosystem of products, processes, people, and information. At present, Data Governance for MDM is moving beyond simple stewardship to convergence of task management, workflow, policy management and enforcement.

Understanding the scope, diversity and limitations of current Data Governance solution offerings is tremendously challenging – even more so, given the fast pace of M&A & complexities of integrating such diverse software portfolios. Nonetheless, business and IT leadership chartered with defining and executing MDM programs need help to understand and navigate through the number and variety of MDG options. During 2015, major systems integrators, MDM boutique consultancies and Tier 2/3 MDM solution providers will focus on productising Data Governance frameworks while mega MDM software providers struggle to link governance process with process hub technologies. During 2015-16, vendor MDM solutions will finally move from “passive-aggressive” mode to “proactive” Data Governance mode. This session will a review of the current solutions in market as well provide a “top10” list of evaluation criteria for such solutions. Topics include:

- Understanding the “top 10” evaluation criteria for MDG solutions — e.g., E2E lifecycle management, Big Data & ECM support, DQ/ETL integration capabilities, etc.
- Assessing the vendor landscape— e.g., passive, active, integrated, pro-active, and passive aggressive, etc.
- Determining an enterprise-specific road map to evolve from a siloed, motley collection of DQ tools, processes & point products to a non-obtrusive enterprise MDG program (supporting multiple domains & federated data management groups)

Case Study: Implementing Master Data Governance in a Global Organization Bernard Fidler, EDM Architect, Kimberly-Clark

Multi-national Kimberly-Clark (K-C) is a £21B personal care corporation that produces mostly paper-based consumer products (Kleenex, Kotex, Cottonelle, Huggies and more) via its approximately 42,500 employees. This session describes KC’s MDM journey over the last 8 years. The enterprise’s IT systems are based around four regional SAP ERP systems and as the company moved to a more global organisation the desire for an Enterprise Data Warehouse plus MDM to support it became obvious. This session will focus on K-C’s MDM journey to enable the EDW initiative as well as programs to promote and market the need for master data quality, master data governance and MDM to the organisation. Session topics include:

- Increasing the importance of master data on the corporate agenda without clear business sponsorship & governance
- Leveraging a ‘methodology’ of starting small whilst taking every opportunity to establish & showcase MDM capability/benefits
- Evangelising master data governance via strong communication & involvement of peers within the organisation

Delivering Business Value through Reference Data Governance for Financial Applications James Gordon, Managing Director, Seismi and Doug Cosby, VP MDM Product Development, Oracle

While many organisations are establishing Data Governance teams, very few have been able to make their governance processes “sticky” with sustainable business user adoption. This is because the implementation approach many organisations take is focused on technical data flows, not business-controlled governance. This presentation examines the critical area of Reference Data Management for Financial Applications and how a controlled approach to master data improves the quality and confidence in the numbers an organisation reports. The benefits of effective reference data governance will be contrasted against the risks associated with allowing financial applications to move independently of one another. Ultimately, while a Reference Data Governance program will require IT support, the ownership and maintenance of the data should reside with the business users and Reference Data Governance solutions that are not designed for business participation are destined for failure. A case study will be discussed in which a financial services provider implemented Oracle DRM for Reference Data Management and is in the process of rolling it out across the enterprise. This session will focus on approaches any organisation should take in:

- Determining the core requirements for successful & sustainable enterprise Reference Data Governance
- Understanding why Enterprise RDM requires the business to embrace & own the solution deployment
- Leveraging the lessons learned as a case study for sustainable enterprise Reference Data Governance

Data Governance Case Studies

There's an Elephant in the Room

Neil Storkey, Information Management Manager, BG Group

Many businesses today recognise there is no silver bullet for their data and information woes. With vast amounts of data being captured across the enterprise, the challenge is to find those nuggets of value that can be harnessed as an asset.

BG Group recognised establishing Data Management capabilities, in a federated oil and gas world, affecting a change in behaviour and corporate culture was fundamental to success.

But first the business had to recognise there was a data problem or an information need that was outside the responsibility of the IT department. A business lead data management strategy then addressed the change management journey right across the company avoiding information indigestion.

This session will focus on how to:

- Effectively engage Stakeholders
- Define the Value proposition
- Find the elephant in the room
- Drive cultural and behavioural change

Data Quality as an Integrated Part of Data Governance

Michael Bendixen, Data Governance Manager, Grundfos

Getting a data governance organization to take off is a challenge in many organizations. To maintain executive sponsorship of a data governance organization it is critical to demonstrate results. The ability to identify data quality issues and measure the quality of data to visualize results of data quality improvement efforts, is a key element in demonstrating business value of a data governance organization. In this session delegates will learn:

- How data quality can be integrated in a data governance framework
- Roles and responsibilities regarding data quality in a data governance organization
- How to measure data quality and identify data quality issues
- How to keep business attention on data quality

Data Governance – Implementing Real Change at Novozymes

Christian Olsen Lentz, Data Manager & Michael Schat-Holm, Head of Data Excellence, Novozymes

Novozyymes is the world leader in bio innovation. Our business is industrial enzymes, microorganisms, and biopharmaceutical ingredients. We provide business-to-business biological solutions used in the production of numerous products such as biofuel, detergents, feed, and crops.

Novozyymes has over 6,000 employees working in research, production, sales and corporate functions and has recently made a strategic decision to implement an ambitious cross-functional multi-domain data governance setup to support operational efficiency and reporting.

The presentation will outline how Novozymes has succeeded in implementing real change and the prerequisites that are needed to make it happen. Focus will be placed on:

- The logic behind the chosen governance model and the options that were considered
- The competencies needed of the different key players and teams

- The toolbox used across the domains including concrete examples of the key documents
- Examples of what real change looks like

An additional viewpoint will be how the Data Governance piece plays into and supports the move to a broader Information Management Strategy including Business Intelligence and Analytics.

The Information Governance Journey at Norges Bank

Elin Vaage Lafton, Norges Bank & Nicola Askham, The Data Governance Coach

Find out how even considering the implementation of an information governance framework at the Norwegian Central Bank started an important journey towards a proactive, renewed data environment and the breaking down of silos. In this session you will hear about:

- Evangelism: the importance of bringing everyone together and ensuring they all understand what information governance and data architecture is.
- Eating the Elephant: the approaches to get the journey started
- The next steps on Norges Bank Information Governance journey.

Communication and Change Management for Governance Programmes

Gerard Bartley, Director Global Master Data, FrieslandCampina

Using the FrieslandCampina master data centralisation programme journey as a model, this session will focus on key elements in delivering a successful governance organisation. It will outline the prerequisites for starting such a governance programme, linking them together via different communication techniques to form an end-to-end plan. It will introduce governance frameworks, stakeholder management techniques and on-boarding materials as part of an extended implementation programme.

Delegates should be able to take away advice on :

- How to build a structured change programme
- Who does what and when
- Practical examples to help them implement their own governance programmes

Top 5 Data Architecture Challenges: Using Modelling Techniques and Strategies for Corporate Benefit

Eric Mellor, Head of Enterprise Data Warehouse, TalkTalk and Ron Huizenga, Product Manager, Embarcadero

Over the past 20 years, the role of data architects and modellers has changed significantly. Many initiatives are now business-driven as opposed to IT-driven, significantly changing the dynamics of solution delivery. This is compounded by complex environments consisting of a variety of solutions on disparate platforms. Corporate governance is also a growing concern, driving Data Governance, Data Quality and Master Data Management activities.

Today's data architect must be prepared to address all these needs across business and IT. In this session you will learn about:

- Team dynamics and changes in methodologies within IT
- Defining an enterprise modelling strategy in a complex environment
- Modeling techniques to help address these initiatives
- Talk Talk will explain how using their centralised data modelling solution is driving their strategic business initiatives to gain true value from their enterprise data.

Prepare for Big Data - by Governing Small Data

Lena Lindroth, Enterprise Information Architect, Volvo Penta and Håkan Edvinsson, CTO, Informed Decisions

Volvo Penta started their Master Data initiative in 2011 and has a formalized data governance organization working since 2012. Using a non-invasive approach, they have moved from no data governance at all, to a state of great business pull for master data work and data governance outcomes.

Volvo Penta has not only worked with common enterprise-wide master data like Product and Customer, they have also addressed some of the most important reference and contextual data structures. That has paved the way for business development, improved market offerings, improved business monitoring and a readiness to manage larger data volumes.

The presentation will show:

- How the business representatives have taken complete ownership over the data management
- How the Master Data work has become crucial for any project that makes changes in the business or IT
- How a cultural change towards data centricity was possible using proper awareness, right timing, flexible implementation and a business-friendly way of working

My Journey through Data Governance and Lessons Learned

Garry Manser, VP Data Stewardship, Barclays Bank

Having worked with data for a number of years Gary Manser has seen various attempts at implementing data governance in a myriad of organisations. This presentation will take you through his experiences, the good times, the bad times and the surreal ones. He will share the errors he has seen made and also the errors he himself made but more importantly what he learnt from them and how he fixed them. Rather than be process and framework based, this presentation will cover the sometimes forgotten factor of data governance, the people in organisations and how we can use them, characters and all, to support the implementation and business as usual activities of Governance. Examples will include identifying data owners and stewards, through governance forums and revising processes. Specifically this session will cover:

- Identifying mistakes that can be made when implementing data governance
- How a bad experience can be made good
- Why people are the most important asset.....
-and how to use them correctly

Integrating Big Data Analytics and Technologies into Your Existing Analytical Environment

Mike Ferguson, Managing Director, Intelligent Business Strategies

Most organisations today have a significant investment in traditional data warehouse and BI technology. However, the arrival of new big data sources and new technology platforms has resulted in many organisations trying to understand how all this should fit together in a modern analytical architecture. This session looks at traditional and new big data workloads, and shows how traditional DW/BI and new big data analytics technologies can be brought together to create an integrated analytical ecosystem.

- Traditional data warehouse architectures
- New data, new big data analytical workloads
- Why a new architecture is needed for multi-platform analytics

- Component technologies in a modern analytical ecosystem
- Deploying analytics across big data and traditional environments
 - Accessing big data using existing BI tools and SQL on Hadoop
 - Data management across traditional and big data environments
 - Dealing with high volume and high velocity data ingest

Lean Data Governance

Dhivya Venkatachalam, Enterprise Data Architect, Gazprom Marketing & Trading Ltd

Most companies think of Data Governance as a very long term initiative which needs too many people, too much effort and a large pot of money. This presentation looks at lean data governance, the bare minimum needed to setup and run your governance, with little money and very few resources. The objective is to eventually grow into a mature data governance enterprise, with the initiative proving its value every bit of the way. This is a look at the first 100 days of a lean data governance program - how to set it up, to engage with the stakeholders, how to get the right people and the delivery. This would be useful for any organisation thinking of setting up data governance in their company. Delegates will learn:

- How to start on a lean data governance journey
- Who are the people
- What is the bare minimum - resources, deliverables, groundwork
- The initial results & benefits
- The long term roadmap

Establishing Data Ownership at DNB

Petter Larsen, Manager, Data Governance, DNB

The data owner role is one of the most important roles when setting up a permanent Data governance function, and in DNB we see "Establishing ownership" as a data governance discipline on its own. This presentation is based on the experiences we have made so far in DNB, and will look into the following topics:

- Why do we need data owners?
- The data owner role: Role definitions and role varieties
- Data ownership models: How many owners do you need?
- Implementing ownership: The process of establishing data ownership

Data Governance Implementation at Major Insurance Provider in North East US

Michael Davis, Data Quality Engineer Lead and Dawid Duda, Director of Product Development, Compact Solutions Polska

A global health insurance provider is implementing a combined data governance and data quality initiative in order to solve some of the key challenges of daily operations. During the session we will describe how the program has been structured and how a common metadata platform, combining detailed technical data lineage with business glossary, has been used to underpin the overall initiative. The session will include:

- Why Data Governance – key challenges & buy-in arguments
- Program overview
- Technical lineage – how to ensure end to end data tracking in a complex, heterogeneous environment and use it to drive your data governance program
- Lessons learned – what to look for and do (or not to do) to make your data governance program successful

The Dark Side of the Information Pyramid

Dirk Coutuer, Information Architect, ING Bank

People working in the field of data governance spend a lot of effort in obtaining well managed and trusted data/information, only to be used in controlled situations. They put in place different roles, processes and tools and think this is all there is to be done to obtain good business results.

But, they are wrong! Welcome to the world of abuse, misdirection, illusions, scams, believers and non-believers, manipulations, lies, misconceptions, blindness, wishful thinking, misinterpretations and swindlers!!

- Using lots of multi-media examples (pictures, video's and sound) this presentation will show what can go wrong in every step of the pyramid and even beyond.
- It will also offer hints to discover unknown aspect of data.
- What have Bill Clinton, the Woodstock festival, an Abba tribute band, David Copperfield, mondegreens, the war in Iraq, Paul McCartney, criminal profiling, recoloring, the sound track of Psycho, the Titanic, etc. to do with data governance? Everything!
- The examples will be used as metaphors and translations to business oriented data and information challenges will be included.

For more than 3 years Dirk has been collecting tons of original material, based on popular, funny and other examples, to come up with an entertaining, non-traditional and useful presentation. The result goes beyond traditional PowerPoint but is more a multi sense experience. Delegates will go home with a renewed and enriched look on the use and management of their data and information.

Utilising the Change Delivery Lifecycle to Embed Data Governance Practices

Ellie Fitzpatrick, Data Governance Manager, Yorkshire Building Society & Andrew Hazelwood, Independent Data Quality Consultant, Yorkshire Building Society

Yorkshire Building Society Group's Data Governance team was established during the early phases of a large regulatory programme of work in 2012. Since then, a range of business groups, processes and capabilities have been established. One of these initiatives has been to integrate data governance (DG) into the organisation's change delivery lifecycle, with the goal of ensuring governance and management of information assets is embedded into business functions.

Fitzpatrick and Hazelwood detail the teams and skills within a change function that can assist with delivering DG into business functions, how to make DG 'non-invasive', structuring knowledge shares for delivery teams and how to quantify data-driven business risks.

YBS also shows how to build a DG team and supporting organisational structures, gain buy-in/support stakeholders, in addition to aligning data governance practices with existing business capabilities.

Key findings shared with delegates are:

- Approaches to establishing DG maturity
- Establishing project compliance reviews for DG implementation
- Practical project 'health checks' for DG implementation

Data Quality and Data Governance are the Foundations to a Customer Driven Company

Louise Miller, Head of UK Customer Data, Standard Life

To deliver our strategic objective to become a customer driven company, we need to deliver unique, differentiated customer experiences, informed by greater understanding of what customers need now and in the future, and what part Standard Life can play in shaping their journey for them. Delivering this experience requires robust, holistic and dynamic data, available for all those who require it, which can respond to the needs of the business to deliver key insight and drive customer understanding. Data quality and data governance are the foundations to the success of our programme.

Our key objectives are to drive:

- Improved customer experience
- Improved business decision making
- Reduce risk
- Reduce costs

Implementing New Processes for Data Maintenance and Data Governance

Geert Janssen, Corporate Data Officer & Tony Klerks, IT Project Lead, ASML

ASML has started an initiative to improve the quality of master data, master data processes and master data governance. Several initiatives have been started in this area. During the presentation Geert and Tony will explain the approach taken by ASML in one of the data domains and give their views on the challenges that you can face.

During the projects SAP MDG and Information Steward are implemented to support the newly designed processes. Lessons learned will be shared during the presentation.

Data Governance and Data Management based on Balanced Scorecards: a Case Study at Petrobras

Dean Melo, Business Analyst – Data, Petrobras S.A.

The aim of this session is to report a method that has been applied in Well Data Management Department (WDMD) at Petrobras to maintain the strategic alignment amongst different business perspectives. The Department has adopted an approach based on process mapping (BPM), daily management, strategy maps and balanced scorecard. This department has the challenge to meet the requirements of different areas: from data acquisition to interpretation, considering the relationship with government regulatory agencies. The first results that appears from the mapping business activities, allowing the evaluation of the link between projects (initiative) and process. The other important results are related to the link between competence development, process improvements and data quality. The challenge nowadays is to use practice metrics and performance indicators to measure our performance accuracy and ensure our data remains very precise and valuable for all stakeholders.

- Linking projects objectives with process
- Construct data strategy map: business point of view
- Data challenges in Oil and Gas context

Data Governance Best Practice

EU Directive around Data Privacy and Protection: Impact Your Company and Timing

Christoph Baldock, Senior Information Mgt. Consultant, Inpuls

Personal data is being breached in companies and institutions around the world. In fact, the majority of the people attending the conference probably have had some of their personal data breached over the course of the last few years – often without even being aware. The EU has been working on a new and very strict regulation with regards to data privacy and data protection (which is close to final approval/release) giving its citizens and authorities more extensive rights and putting constraints on the processing of personal data by companies & institutions. As this new regulation directly affects most of the known information management capabilities (data governance, master data management, data quality, data architecture, DWH & BI, data security...), insights will be provided into how companies can practically deal with this new regulation and use these IM-capabilities on their journey towards compliance. Additionally, organizational impacts will be discussed and a roadmap towards compliance will be presented. You will learn:

- Understanding of the new regulation & its context.
- Understanding of its scope and the impact it has on your organization.
- Understand how information management capabilities (e.g. MDM) can be utilized to facilitate compliance.
- Understanding of the practical next steps towards compliance avoiding massive costs & manpower.

Real Impact: How Data Governance is Delivering Dividends and Driving a New Data Culture

Sanjay Jacob, Global Head, Cloud & Enterprise, WWPS & Jacky Wright, VP MSFT IT Strategic Enterprise Services, Microsoft

The proliferation of connected devices means that many organizations are sitting on vast troves of data that could hold the insights they need to tackle some of their toughest issues. As organizations handle growing volumes of personal data and use it in more diverse ways—Big Data, Power BI, Analytics, Cloud and Mobility—they encounter not only privacy and compliance-related concerns but persistent and fundamental questions regarding data governance, data management, and what it encompasses. Microsoft-sponsored research from IDC has found that government organisations worldwide could gain over US\$200 billion in value from data over the next four years by bringing together information from multiple systems and using advanced analytics to turn data into actionable insights.

Concentrating on the cloud and using specific examples, Microsoft shows how a data culture is within the realm of most organizations - successfully driving technology, people and process and platform improvements to grow an increasingly robust data culture. Learn:

- How to focus your efforts to ensure the right teams and technology is engaged, invested and aligned in change
- How to lead from within your organization while implementing a disruptive change
- How Microsoft IT is drove evangelization, structure, and organizational changes to embrace the cloud

Using Enterprise Architecture to Manage Data Governance and Information Management

John Ladley, President, IMCUE Solutions

Many organizations have enterprise and information architects. But very few organizations have figured out how to integrate the two areas. A prime example is the explosion of SOA work with poor or nonexistent data consideration. In fact, they often clash. How do you reconcile enterprise architecture work, information management and data governance? John will present an assessment and measurement tool he has used to demonstrate to management that there is powerful promise in taking a holistic view. John will use the Zachman Framework but also show TOGAF.

Data Governance: A Topsy-Turvy Integration for Most Companies

Erik Leene, Director Innovations, Kadenza

When data governance is introduced most companies are wildly enthusiastic, full of ideas of how beneficial data governance will prove to be for their company. Yet, over time attention and commitment drop. Enthusiasm dwindles fast and data governance is seen as another boring registration process and no more commitment for its upkeep. The result: waste of money and time. Another failed system is being shelved and forgotten. With this successful, inspiring and totally different approach you will learn:

- How to successfully organize data governance, its technical implications
- How to secure it and how to integrate data governance in your day-to-day routine.
- Thus data governance will become a successful, steady and lasting force in your company. Worth every penny and always reliable.

Selling Data Governance or DG by Stealth?

Chris Bradley, Chief Data Officer, FromHereOn and DAMA UK

How can (or even should) DG be introduced when the key stakeholders don't get it? Ever faced the issue of needing to "sell" Data Governance to stakeholders? Maybe they don't get it, maybe they are too busy. For whatever reason the "business case" proves to be a difficult, and for some organisations an insurmountable hurdle to cross in their DG journey. As a reaction some choose the "DG by stealth" approach. This session will show:

- How to produce a pragmatic business case for DG linked to business motivations
- Where DG fits within an overall Enterprise Information Management strategy yet can be consumed in bite size pieces
- How to introduce DG by stealth... and the real risks of this approach
- Why MDM initiative and DG are necessary but sometimes uncomfortable bedfellows
- A workable framework for Data Governance

It's What's Inside That Counts: How Your People Can Lead Your Data Governance

Charles Joseph, Data Quality Manager, Beazley

Whether it is regulatory pressure, a drive to cut costs, or even a sense that things need to be better – there comes a point when a business will realise that it needs to manage its data assets better to succeed.

To deal with this, many people, when faced with the challenges of data quality, will look to a consultancy or software solution to "make things better". However, neither of these can create the data governance environment which you need unless you can engage with your people and give them the tools they need to transform the business from within.

In this session, Charles will look at how you can use people, process and relatively simple technology to strengthen data governance and quality in your business.

- The right questions to ask
- Framing the data quality challenge
- Engaging people to deliver the solution

Data Governance – from Local Optimisation to Outsourcing

Andreas Reichert, Partner, BEI St. Gallen AG

There is not only one way for implementing data governance. Taking a deeper look into approaches companies have chosen, there are multiple options to achieve high data quality by descent governance structures. Options vary from purely local optimisation of data lifecycle processes to global shared service structures, both being applied with great success. Complexity is added by requesting different patterns of handling different master data objects even within one company, being said that product master data and customer master data could require different approaches.

The presentation will give insights into data governance patterns, which have been identified in different company settings. By showing two detailed best practices participants could reflect their own situation and come to new solution scenarios. Furthermore, the author will give insights into lessons learned after having realized structural changes in several companies.

- Design options for data governance: from local optimisation to outsourcing
- Best practices, approaches by leading companies for implementing data governance
- Lessons learned: from data governance "powerpoint" concept to business reality.

Data Governance Experts Panel

Data Governance as Corporate IT is Remade by Cloud, Mobile, Social and Big Data

Moderator: Brian McKenna, Business Applications Editor, Computer Weekly
Panelists: Chris Bradley, Chief Data Officer, FromHereOn; Dirk Coutuer, Information Architect, ING Bank

While security has dogged cloud computing from its inception, it has also masked the real issues with cloud: the loss of corporate IT control, the lack of data governance. The reality of adopting cloud computing -- which is at once a species of outsourcing and a significantly different variant of it -- is a greater ceding of control to external forces. Similarly, though enterprise mobility can improve employee productivity, it also poses problems for information risk management. The rise of social media poses problems, too, for how employee generated information is to be governed. And the burgeoning realm of unstructured data -- text, voice and video -- and the ever increasing volume of both traditional relational, and machine-generated data pose relatively novel governance problems. Putting vendor hyperbole to one side, these new factors -- cloud, mobile, social and big data -- are indeed wreaking change in corporate organisations. How are data governance business professionals dealing with these forces, capturing the imagination of senior management, and working with their peers in IT, information security and legal?

- How cloud is changing corporate IT governance
- How enterprise mobility, social and big data are changing data governance
- How governance professionals in different corporate functions are dealing with the new technology forces



Master Data Management Summit Europe 2015

Data Governance Conference Europe 2015

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If paying in Euros the prevailing exchange rate of the country of the delegate or delegates' company is to be used. The total Euros remitted should be the amount required to purchase the sterling pound cost of the event on the day of payment.

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Fee: £1,845 Plus VAT (£369) = £2,214

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The registration fee includes the conference lectures, documentation on USB Stick (no printed version of this is made available at the event), refreshment breaks and lunch on each day of the conference. The cost of hotel accommodation is not included in the conference fee.

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2-3 delegates 10%,

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Cancellations must be received in writing at least two weeks before the commencement of the conference and will be subject to a 10% administration fee. It is regretted that cancellations received within two weeks of the conference date will be liable for the full conference fee. Substitutions can be made at any time.

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